

Brand Trend
 PM Stars Projected Database - Weekly
 Database as of SEP 28 1996

	4 wkm Carton Volume Shr Dif Tot Virginia Slims	4 wkm Carton Volume Shr Dif Tot Misty	4 wkm Carton Volume Shr Dev Indx Tot Virginia Slims	4 wkm Carton Volume Shr Dev Indx Tot Misty
2I0 Nashville Total	-0.07	-0.06	119	112
2L0 Savannah Total	-0.28	-0.15	129	70
2P0 Tampa Total	-0.44	0.06	91	143
3F0 Little Rock Total	-0.13	0.13	136	78
3H0 Lake Charles Total	-0.48	0.12	195	126
4L0 Chicago Total	0.12	-0.09	181	68
4F0 Detroit Total	-0.06	0.16	175	98
5I0 San Francisco Total	-0.01	0.01	91	24

Note: Comparisons vs yr ago should be viewed cautiously due to the disruption of business trends that occurred last May/June.